



## Improving BUMDes Management Capabilities Through Training on Organizational Management, Finance and Digital Marketing (*BUMDes Margamulya Kec. Cileles Lebak Banten*)

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| Article Info  | Abstract  |
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| <b>Article History</b><br>Received: 2023-01-15<br>Revised: 2023-02-22<br>Published: 2023-03-01<br><br><b>Keywords:</b><br><i>BUMdes;</i><br><i>Professionalism;</i><br><i>Non-Productive Partners.</i>    | <p>BUMdes in Cileles Sub-district, Lebak Regency are an organization that was only established in 2016. The establishment of BUMdes as a form of the village government's efforts to increase the village's original opinion and improve the living standards of Margamulya Village residents. through the first years of the establishment of BUMdes which is the most critical stage with the highest failure rate in the life cycle of the organization. This phenomenon is called the liability of newness, a high failure for new organizations because there is no formal structure in the process of generating added value and the existence of a standard and definite work procedure system. Through the BUMdes management training program emphasizing professionalism in financial and marketing management. The preparation of work plans as a work reference and supported by documented work procedures and division of tasks, authority and reporting becomes the BUMdes strength in ensuring the sustainability of the organization. aims to: (1) Help provide for the operational needs of BUMdes; (2) Train in finance, marketing and BUMDes/organization; (3) Create members who have commitment and loyalty high; (4) Train members to entrepreneur; (5) Partner Non Productive (Knowledge Increase, Skill Increase, Revenue Increase, Service Increase).</p>  |
| Artikel Info  | Abstrak   |
| <b>Sejarah Artikel</b><br>Diterima: 2023-01-15<br>Direvisi: 2023-02-22<br>Dipublikasi: 2023-03-01<br><br><b>Kata kunci:</b><br><i>BUMdes;</i><br><i>Professionalisme;</i><br><i>Mitra Non-Productive.</i> | <p>Badan Usaha Milik Desa Kecamatan Cileles Kabupaten Lebak merupakan organisasi yang baru berdiri tahun 2016. Pembentukan BUMdes sebagai bentuk dari upaya pemerintah desa dalam meningkatkan pendapat asli desa serta meningkatkan tarap hidup warga Desa Margamulya Pada sisi lain keberlangsungan BUMds sebagai infant organisasi akan sangat ditentukan bagaimana BUMdes dapat melewati tahun-tahun pertama berdirinya BUMdes yang merupakan tahapan paling kritis dengan tingkat kegagalan tertinggi dalam siklus hidup organisasi. Phenomena ini disebut liability of newness, kegagalan yang tinggi bagi organisasi baru disebabkan belum ada struktur formal dalam proses menghasilkan nilai tambah serta adanya system prosedur kerja baku dan pasti. Melalui program pelatihan pengelolaan BUMdes dengan menekankan pada profesionalisme dalam pengelolaan keuangan dan pemasaran Penyusunan perencanaan kerja sebagai acuan kerja dan didukung prosedur kerja yang terdokumentasi serta pembagian tugas, wewenang dan pelaporan menjadi kekuatan BUMdes dalam menjamin keberlangsungan organisasi. Solusi permasalahan BUMdes dapat diatasi melalui Program ini yang bertujuan untuk: (1) Membantu menyediakan kebutuhan operasional BUMdes; (2) Meleatih dalam keuangan pemasaran dan organisasi BUMDes; (3) Menciptakan anggota yang memiliki komitmen dan loyalitas yang tinggi; (4) Melatih anggota untuk berwira usaha; (5) Mitra Non Produktif (Pengetahuannya meningkat, keterampilan meningkat, pendapatan meningkat; pelayanan meningkat).</p> |

### I. INTRODUCTION

The worsening world situation caused by the widespread spread of the Covid 19 virus requires entrepreneurs to be able to adapt to a new life order, where the conventional management system, namely economic activity, must adapt to keep up with changes where it is no longer possible for economic activity to interact directly. Therefore, economic actors must be able to transform quickly according to the conditions and conditions that develop in the community to

carry out economic activities from home through online media. This is certainly not an easy thing, because business people are not fully ready with the changes to the Online trading system or Doing Business From Home (BDR) set by the government during this pandemic. Business people must be able to master technology and must be creative in creating various trading media that are in accordance with the desired business goals. In particular, BUMdes as a vehicle for driving the people's economy must actively

play a role so that economic activity in the village can function as expected. Types of problems we will handle are managers of BUMdes, SMEs as economically productive communities and village heads and village officials. The problems that will be prioritized to be resolved are as follows:

1. For BUMdes Managers.

The management of BUMdes can run in accordance with the purpose of establishing BUMdes. Where as a business entity whose entire or most of the capital is owned by the village through direct participation originating from separated village assets in order to manage assets, services, and other businesses for the maximum benefit of the welfare of the community. To handle this management, the manager must be professional in controlling operations and providing excellent service for the survival of BUMdes.

2. UKM member of BUMdes

SMEs as members where BUMdes are not only oriented to financial profit, but also oriented to support improving the welfare of rural communities and are expected to develop business units in utilizing the village's economic potential.

3. Village Head and Village Apparatus

Authorized to request explanations from Operational Executors regarding issues related to village business management, and to protect Village Businesses against things that can reduce the performance of BUM Desa. So that village heads and village officials need to know about effective and efficient BUMdes operational management.

It is hoped that the existence of BUMdes will be able to encourage the dynamics of economic life in rural areas. According to PKDSP (2007), what is meant by "village business" is a type of business that includes village economic services such as: 1) financial services business, land and water transportation services, village electricity, and other similar businesses; 2) distribution of nine basic village economic commodities; 3) Trade in agricultural products includes food crops, plantations, livestock, fisheries, and agribusiness; 4) People's industry and crafts. Good service will trigger the community to participate in BUMdes, an increase in the number of customers will also lead to an increase in income and ultimately the profits obtained will also increase. Stable and increasing income and profits will maintain the sustainability of the

BUMdes itself. However, on the other hand, the BUMdes service which is based on a family principle also sometimes causes problems, the facilities provided by the BUMdes management are sometimes considered not according to operational standards.

The loan application process, disbursement of funds, to repayment of installments are sometimes carried out inappropriately even though all transactions are still recorded in the BUMdes books. The ease of loans and family services is indeed the main goal of BUMdes, but it would be better if a BUMdes had limitations so that it would. The reality is that the Margamulya Village-Owned Enterprises (BUMdes) in promoting community welfare through the business units they have built are still far from expectations. This is because the understanding of the village apparatus, especially the village head regarding the respective BUMdes, is very lacking. This happens because the village head has only recognized his duties as an extension of the government structure above him, which deals more with administrative issues and those in charge of projects and programs that come from above. As a result, it takes a lot of effort to understand BUMdes which is more reliant on entrepreneurial issues

By improving the quality of human resources, other people should not see Bumdes as a "deso" company just because it is located in a village. Improving the quality of human resources can be done by conducting training and technical guidance held by the government and the private sector. Third, System improvement in the Bumdes organization. The system referred to here is how to make the Bumdes management perform their duties properly. The system referred to here is how to make the Bumdes management perform their duties properly. In this system there must be at least 3 points carried out by the management, especially by the leaders, namely meeting, monitoring, and controlling. To fulfill the With these 3 things, training is needed for BUMdes managers, SMEs who are members of BUMdes, as well as Village Heads and their apparatus regarding management, marketing and financial management so that BUMdes can survive.

## II. METHOD

The implementation of this community service activity uses the method in two ways, namely by the lecture method and through drill practice. The method used in the implementation of the PKM program is carried out by the training

method, namely PAR. Through this approach, all BUMdes elements can be actively involved during the training process. By actively participating during the training, it is hoped that the training process can run optimally where problems in the management of BUMdes can be identified together and solutions can be found in addition to the knowledge transfer process in implementing these solutions. Implementation of training. This process is divided into 2 stages, starting with the preparation stage and the implementation stage. The following is an explanation of each stage

#### 1. Preparation Stage

The preparation stage is the stage in an effort to formulate the problems faced by BUMdes MJM Margamulya Village at this time.

- a) Determination of existing problems in BUMdes.
- b) Develop a team work program involving BUMdes.UKM managers, BUMdes members, village heads and village officials.

#### 2. Stage Implementation

The second stage of this program is the implementation of all programs that have been determined in the first stage. Consultation and training activities on BUMdes management are carried out in 4 activities or programs which are a series of management processes for the BUMdes organization, namely by starting preparing systems and procedures, Compiling Work Plans, Improvement BUMdes HR competencies and finally Monitoring, Evaluation and preparation of reports. Each program consists of the following activities

- a) Preparation of BUMdes Business Processes
- b) Organizational Structure and Division of Work
- c) Preparation of Work Procedures

Increasing Competency of Participants' Human Resources in the field of Financial Management, Digital Marketing. Management Management:

- a) Compilation of main tasks
- b) Preparation of HR Standards or HR qualification criteria c. Management Competency Development Plan, Finance, Digital Marketing

Monitoring and Evaluation, and Reporting:

- a) Monitoring and Evaluation Work Plan
- b) Preparation of Accountability Report

#### 3. Parties involved in the MJM BUMdes Training Program

The scope of this BUMdes management training program is only intended for all BUMdes managers MJM Margamulya Village. For this reason, all programs are specifically aimed at BUMdes managers starting from leaders, employees, supervisory boards and community members who are members of SMEs or registered as members of BUMdes and village officials. The participation or involvement of BUMdes management and members in this program will be adjusted to their duties and functions as well as their role in the management of BUMdes.

### III. RESULT AND DISCUSSION

**Tabel 1.** PKM Activity Implementation Schedule

| Activity Day | Schedule Time   | Materi                               |
|--------------|-----------------|--------------------------------------|
| First        | 09 .00 sd 12.00 | Organization Management              |
|              | 13.00 sd 15.00  | By. Drs Munasiron Miftah MM          |
| Second       | 09 .00 sd 12.00 | Finance management                   |
|              | 13.00 sd 15.00  | By. Marlina SE,MM                    |
| Third        | 09 .00 sd 12.00 | Management Digital marketing         |
|              | 13.00 sd 15.00  | By. Dr.Alfatih S.Manggabarani SE,MSi |



**Figure 1.** Picture of Community Service Activities

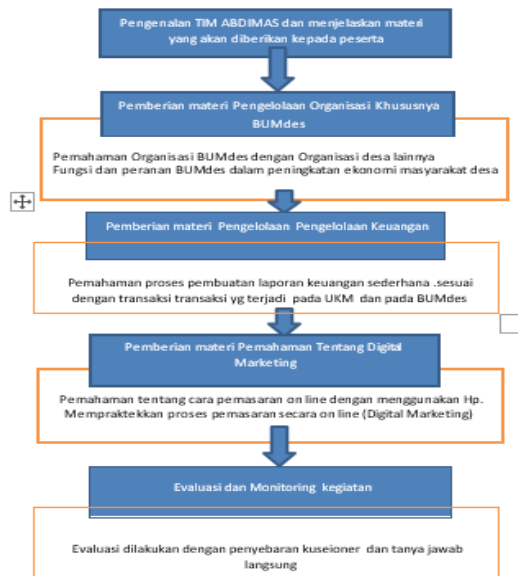


Figure 2. Science and Technology overview

#### IV. CONCLUSION AND SUGGESTION

##### A. Conclusion

The conclusions from the results of the above research are:

1. Contents of the Village Owned Enterprise Program Bumdes which is the flagship program is the type of Social Business business, the target is to provide public services to the community, Rental Business, namely the business of renting kiosks in tourist attractions for the needs of the local community, Intermediary Institutions that connect agricultural commodities with the market, besides that there is Savings and Loans, which is running a loan business for business needs and savings for the village community.
2. The implementation of the Bumdes program has been going well in accordance with the existing Perdes. The benefits of the implementation of the village cooperative program and the Economic Business Program (PNPM) as well as the Agro-Business Agriculture Program are commonly felt by the Village Community of Cileles District.
3. The obstacle is that the existing Human Resources in the implementation of this BUMDes program are very lacking in quantity, one of which is the lack of socialization to the community both by the Bumdes management and Village Apparatus, in terms of quality, the existing resources do not understand IT technology

such as computers so they are still manual bookkeeping.

##### B. Suggestion

Discussion regarding this research is still very limited and requires a lot of input. Suggestions for the next writer are:

1. Expected for this type of program Bumdes Government period Upcoming Village Chief more detail in compiling the type and content of the program is appropriate with community needs with regard to the development of the times so that tourism object management, business agriculture and trade in Cileles Village Follow the development of globalization there is.
2. Expected management and implementation of Bumdes in the Cileles Village is more improved quality of service and comprehensive socialization of good society by the Bumdes committee and by Village apparatus and more in make it easy for the community low income to get participate to become a member Bumdes.
3. Unmanaged administrative with well, this is because the manager is still do manual bookkeeping and not routine in doing input data so that researchers have difficulty in get data, Boost BUMDes management by using good computer management so that the existing data is not scattered and stored neatly in important BUMDes documents. So when the data is needed it will easy to find and easy to make accountability Report.

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